

<b>NATIONAL MARINE FISHERIES SERVICE INSTRUCTION PD-05-102-02 SEPTEMBER 21, 2012</b>	
<b>NOAA FISHERIES SOCIAL MEDIA POLICY</b>	
<b><i>How to Contribute Content to NOAA Fisheries' Existing National Social Media Platforms</i></b>	
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***How-To Contribute Content to NOAA Fisheries'  
Existing National Social Media Platforms  
June 7, 2012***

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**Contributing to NOAA Fisheries' National Facebook Page**  
[www.facebook.com/usnoaafisheriesgov](http://www.facebook.com/usnoaafisheriesgov)

Facebook is a social networking platform where users can communicate with each other. For NOAA Fisheries, posts on Facebook focus on NOAA Fisheries content that either already has been posted on NOAA Fisheries websites or are the agency's products, photos, or content that leads back to Fisheries websites for more information, all with the goal of increasing web traffic.

Facebook posts will be limited to *two posts per day* for the NOAA Fisheries Facebook account. This is to avoid overloading (and potentially annoying) Facebook fans. Posts will be made on a first come, first serve basis depending on the immediacy or relevance.

Send content for posting to [fisheries.socialmedia@noaa.gov](mailto:fisheries.socialmedia@noaa.gov). Note, many NOAA Fisheries regions or science centers now have Facebook accounts, too, so you should reach out to your NOAA Fisheries Communications Council representative first (see page 4).

To have content posted on the NOAA Fisheries Facebook page, send:

- A short (140 words or less) engaging description of the event, news, or activity; description should be written for a general public audience (include a related high resolution image with caption)

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**For more Information, contact: Kate Naughten, NOAA Fisheries Office of Communications and External Affairs;  
[Kate.Naughten@noaa.gov](mailto:Kate.Naughten@noaa.gov); (301) 427-8057.**

- The URL linking to the website content you wish to communicate. Include a federal government approved [www.bitly.com](http://www.bitly.com) or [www.go.usa.gov](http://www.go.usa.gov) shortened link.

To submit a photo or video for posting on the NOAA Fisheries Facebook page, send:

- High-resolution image or quality video file and title
- Captions:
  - Maximum 140-word description of the image or video; caption should also include some additional context tying the image back to a NOAA Fisheries Program office or field of work.
  - Caption *must* include the URL for the related NOAA Fisheries website for further information.

Please note: All videos are uploaded to the NOAA Fisheries Video Gallery (work with the NOAA Fisheries Communications Office) and its YouTube channel *prior* to sharing on Facebook. This is a required element for all federal government social media outlets.

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### Contributing to NOAA Fisheries' National Twitter Feed

[www.twitter.com/noaafisheries](http://www.twitter.com/noaafisheries)

Twitter is a microblogging service of short, frequent posts of information (much like news headlines), primarily leading back to a website URL for more information. For NOAA Fisheries, items for Twitter should focus on NOAA Fisheries activities, with the purpose of increasing traffic to Fisheries websites. "Retweets" should be appropriate and relevant, and must not advertise an organization's services or products, in line with federal government policies. We can use Twitter to link to articles that highlight NOAA Fisheries' projects.

Twitter posts and retweets will be *unlimited* for the entire NOAA Fisheries Twitter account. Updates will be made on a first come, first serve basis.

Twitter has a large media following and breaking news on Twitter is encouraged; however, it is important to coordinate and cooperate with the NOAA Fisheries Communications Office and Public Affairs. Please contact your region, science center or headquarters public affairs specialist to include Twitter in the "rollout" strategy and/or communication plan.

To have an update posted to Twitter, send the following information to [fisheries.socialmedia@noaa.gov](mailto:fisheries.socialmedia@noaa.gov) or your regional Communications Council representative (see page 4) if your region or science center has a Twitter account.

- Text for the post:
  - Must be 140 characters or less (if contributing an image via twitpic, include a high resolution image with caption)
  - Should be written for a general public audience

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- Should *always* end with a link to the full piece of content. Please include a federal government approved [www.bitly.com](http://www.bitly.com) or [www.go.usa.gov](http://www.go.usa.gov) shortened link.
- Include, when possible, the name of other aligned organizations that might be interested in or benefit from the tweet or organizations that may react negatively to it (e.g. endangered species issues would be of interest to the US Fish and Wildlife Service). We can add their twitter handle (“@name”) as an additional marketing technique that has become commonplace.
- Include, when appropriate, the name of the member of Congress associated with the content (e.g. district where the news is taking place, district where the project is ongoing, district where people are benefiting from NOAA Fisheries activities). Although NOAA Legislative Affairs will have the final say on any tweets including Congress associated content.
- Remember, social media is meant to be engaging, not stiff. Make your tweets interesting and compelling.

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### **Contributing to NOAA Fisheries’ National Image Gallery (by way of Flickr)**

[www.nmfs.noaa.gov/gallery/images/](http://www.nmfs.noaa.gov/gallery/images/)

Flickr is an image-hosting web tool that provides a place to store, organize, and share photos. For NOAA Fisheries, Flickr is more of an internal tool that drives the external Image Gallery on the NOAA Fisheries website. It makes images and their stories available to a large number of users, allowing for further understanding and conversation about the images. It also feeds the image gallery’s abilities to upload directly to Facebook and Twitter, among other social media options.

Images and associated content for posting should be sent to [fisheries.socialmedia@noaa.gov](mailto:fisheries.socialmedia@noaa.gov). No more than 10 new images will be posted to the NOAA Fisheries Image Gallery every Wednesday unless:

- A special topic gallery is needed for a news announcement or “rollout,” which should not be posted until the day of the announcement.
- Program, region or science center communications staff would like to add photos on their own, with proven understanding of Flickr, some brief guidance and training by NOAA Fisheries Communications Staff.

For *each* image that you would like to post in the NOAA Fisheries Image Gallery, please include the following:

- Image: Suggested width of at least 1200 pixels x 1200 pixels, JPEG format.
- Captions: Maximum 140-word description of the image; caption should also include some additional context tying the image back to NOAA Fisheries work or Program, as well as credit information.
- Link for additional information (*do not* shorten using [www.bitly.com](http://www.bitly.com) or [www.go.usa.gov](http://www.go.usa.gov) ).
- URL link to the original image source on a NOAA website.

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## Contributing to NOAA Fisheries' National YouTube Channel

[www.youtube.com/usnoaafisheriesgov](http://www.youtube.com/usnoaafisheriesgov)

The Department of Commerce has an agreement with YouTube that allows each line office within NOAA to have *one* YouTube channel. The NOAA Fisheries YouTube channel ([youtube.com/usnoaafisheriesgov](http://youtube.com/usnoaafisheriesgov)) is intended to encompass offerings from all of the programs, science centers, and regions, and is managed by the NOAA Fisheries Communications Office in conjunction with program communications leads and the NOAA Fisheries Communications Council, listed below.

An unlimited number of *high-quality* videos can be posted each day. However, submissions of first-hand raw footage (e.g., biologist 'helmet cam' or 'time-lapse') must be vetted through the NOAA Fisheries Communications Office..

If you are interested in submitting a video for posting on the NOAA Fisheries YouTube channel, please contact your program or NOAA Fisheries Communications Council representative. *Only* videos submitted through these representatives will be considered for posting. Please note that there are closed captioning requirements.

All videos are uploaded to the NOAA Fisheries Video Gallery *prior* to sharing on YouTube. This is a required element for all federal government social media outlets.

### ***National Fisheries Communications Council***

- HQ, Kate Naughten
- AK Region, Julie Speegle
- AK Science Center, Lori Budbill
- NE Region , Allison McHale
- NE Science Center, Teri Frady
- NW Region, Katherine Cheney  
NW Science Center, Ruth Howell
- PI Region and Science Center, Wende Goo
- SE Region and Science Center, Kim Amendola
- SW Region, Jim Milbury
- SW Science Center, Sarah Mesnik

### ***Fisheries HQ Program Communicators (or Appointed Reps. for Social Media)***

- Habitat Conservation: Courtney Groeneveld
- International: Luis Leandro
- Law Enforcement: Lesli Bales-Sherrod
- Management & Budget: Fran Pflieger
- Protected Resources: Jonathan Shannon
- Science and Technology: TBD (Kate Naughten)
- Sustainable Fisheries: TBD (Kate Naughten)

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